# User Analysis

As this project is being created in a tertiary environment we believe that the main audience will be tertiary students and the message can be easily spread. The makes the demographic extremely diverse and means that there is no generic model to map, as student age, cultural background, gender, literacy and numeracy level, and computer skill will vary considerably from person to person. However, we are able to make some generalizations about the type of user that can narrow down who will be likely to user our application.

The computer skill level will vary from user to user, a strong knowledge of how to use a computer is not needed as this application will educate the user about what 350 is. Although the objective of the application is to test the user to see how fast they can type, it is not the main reason to use this application. The words that will appear will be educational and have meaning to them. The typing fast factor of the application is to create competition for the user as they may compete against friends to see who can get the lowest carbon rating.

Within the tertiary institutions there are people that have disabilities of some sort. This ranges from physical disabilities to psychological disabilities. This means that there are obstacles for some that will want to use this application. The blind for example will be unable to use this application as they will not be able to see what is going on. There are some with disabilities that will be able to use the application. The deaf for example as this application does not require the use of sound in order to use. Others with mental disabilities will be able to use the application but to what level will be dependent on the disability.

The literacy and numeracy levels of the user will need to be moderate to high as the information used in the application will be higher than that of someone who has low literacy and numeracy skills.

# User Analysis Chart

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| **User** | **Description** | **IT Skill Level** |
| Primary / Secondary Students | Students aged 10 - 18. | moderate IT skills are expected here. This age group probably has a feel for computers and can navigate the menus easily but accomplishing tasks may take longer than usual as their skills are not developed. |
| Young Tertiary Students | Students ranging from 18-25 | Moderate to high IT skills are expected with this age group as this age group has grown up around computers and most assignments require the use of a computer. |
| Tertiary students | Students 26 years and older. | Low to moderate IT skills are expected with this age group as this age group have had computers introduced during their lifetime and the use of computers has not been compulsory. |
| Other people | People of any age who are related to the tertiary institution in any way or are interested in what 350 is about, whether they are lecturers, partners of any tertiary people or just general members of the public. | Varied IT skills as there is no particular age group associated with this user |